



HUGO JACOMET

& *Spanish Gentlemen Essence*

In Madrid, "SPEND IN Magazine" held an exclusive interview with Hugo Jacomet, one of the most respected gurus of the fashion universe setting the trends of the new millennium. It was an exercise in elegance deciphering the clues which had made him a worldwide reference.



The ways of fashion are inscrutable. It is a playing field which is feeding history and which, on occasions (there are not as many as some believe), it lives tied to trends. In the midst of an oversaturated context dominating the XXI century, not many have the courage to challenge the new times and impose their criteria. They outline a dose of elegance, challenge the system from its very roots and nourish the magic of other times to remind us why we love the touch of a good suit, tie knots, double breasted jackets or shoe lasts. Hugo Jacomet, known by many as the "Parisian Gentleman", represents the epitome of this thought. "SPEND IN Magazine" had the privilege of sharing a few exclusive hours next to this fashion guru in the renovated and refurbished restaurant Cinco Jotas in the Madrid neighbourhood Salamanca (Callejón de Puigcerdà, next to the Street Jorge Juan). The setting chosen for this encounter was perfect and our guest impressed us with his overwhelming yet modest character from the very beginning. Jacomet attends the meeting ac-

companied by his wife, the American writer Sonya Glyn Nicholson, and with the star of the fashion sector: Erwan Camphuis, former international director of Inditex and current CEO of the new Cifonelli ready-to-wear line; without any doubts, he is the symbol of high tailoring known around the world (we will surely dedicate a few pages to him in our magazine). We have met with the aim to share impressions, experience and, above all, to understand and examine territories in which we would be lost without Jacomet's wisdom.

With his impeccable English seasoned by an inevitable French accent (essential in his case), Hugo tells us the story of his life from the very beginning so that we could understand the real personality of the world-famous "Parisian Gentleman". "I was born to a very humble family. We lived in Central France, in the country." Officially, I was born in Paris, but within six months my parents moved into a rural area, which is where I grew up. The ancestors of my father were farmers, and of my mother, carpenters. There was not any type of link with the world of the fashion or style whatsoever. Except for my maternal grandfather who was a manufacturer of hand - made leather boots", Hugo recalls. He was



Hugo Jacomet, Sonya Glyn and Erwan Camphuis.



The new restaurant Cinco Jotas located next to the Street Jorge Juan in Madrid witnessed the encounter between "SPEND IN Magazine" and Hugo Jacomet. Cristina Lanzarot was a great emcee and host of this special evening attended also by the current wife of Jacomet (American writer Sonya Glyn) and the CEO of Cifonelli ready-to-wear, Erwan Camphuis. This international meeting was highlighted by the flavours of the Iberian ham Jabugo and, as it could not be otherwise, by innovative creations of style.



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of great influence. "I perfectly remember the smell of leather surrounding the whole workshop of my grandfather, the blood on his hands." He manufactured riding boots for the National Horse Riding School of Saumur. Many people do not realize it, but to manufacture artisan hand-made leather boots is enormously hard work, not to mention the fact that it is physically demanding. By watching my grandfather, I realized the complexity and value that entails the manufacturing process of a beautiful artisan product. "And thus was born an obsession that accompanies my whole life, or rather an idyll with the world of footwear", he explains. The second and definitive moment of his life would come many years later. That moment frames the beginning of his recent life story and also the birth of the great guru of international fashion style. "I have the date perfectly etched on my memory. The early morning hours of 31 January, 2009. Between 3 and 4 a.m., after a sleepless night. Back then, I devoted myself to what I have done most of my life, to the production and direction of movies, music and TV programs. I was involved in the very heart of show business. I lived an enormously stressful life and the world of style and fashion was my hobby, my escape route that allowed me to feel free. That night of January of 2009, with the concerns of being in charge of

35 employees and having to produce 300 movies, I could not sleep at all. Back then, the society was experiencing a great "boom" of blogs. So, without high hopes, in the middle of the night I created a blog in Wordpress, in a journal format, where I was sharing my impressions on style. I titled it "Parisian Gentleman" since it was the first idea that popped into my head, I liked it and it was perfect for the content of the blog. At night, my creativity wakes up. To my surprise, that first post had 17 readings, which was a very high figure at that moment. 17 people who had found time to read my thoughts I was spontaneously sharing with the world in the middle of the night. It was a strong incentive which forced me to write every two or three days. In a month, "Parisian Gentleman" became the fastest growing blog on Wordpress. That is how it all started", he recalls. Seven years later, "Parisian Gentleman" is more than a blog, more than an online diary. It is a platform of reference which has generated an ecosystem defending elegance. Twelve employees (among them his second wife and his son from the first Jacomet's marriage), a team of photographers

and renowned writers accompany Hugo in this already unstoppable adventure being published online in English, Spanish, French, Italian and Chinese. Jacomet has published a book which is following the opposite way when compared with the rest of today's society since he has left the digital world and decided to work with paper. "Having accumulated more than 2,000 articles on style, we had enough material to be able to edit a book." I had many proposals in this regard, but, from the depth of my humility and without the intention of being arrogant, I was only interested in working with the best. I preferred to wait for the best opportunity, I wanted to create something different, not a mere collection of my posts. "Parisian Gentleman" had generated a special concept and this book was meant to become a natural part of this process. Thus arose this special project, as a style guide created by true artisan businessmen from Paris. Of course, I was in charge of it working hand in hand with the photographer Andy Julia and the best publishing house in the world: Thames & Hudson", he says. Currently, Hugo is working on a similar project which will be released in 2017 in collaboration with Thames & Hudson. It is entitled "Italian Gentleman". I spent great 19 months travelling through and tracking down every little detail of style and craftsmanship", he explains.

These two closely connected concepts lead us to look for a last and essential answer we would like to hear from this great professional: How would you describe the real style? "It's not just a matter of attitude and details, this is very boring. I think that elegance can save the world. It's a matter of knowing oneself well, keep forming intellectually, discovering the rules and then breaking them completely. Without worrying about what the others think. Be free", Hugo says.

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